

Docket Management Branch (HFA-305)

Docket No. 98N-1038

Food and Drug Administration

5630 Fishers Lane, Room 1061

Rockville MD 20852

Dear Sirs:

I am disgusted by industry efforts to reduce the size of labeling for irradiated foods, to use faux nomenclature such as "cold pasteurized" and to set an expiration date for any labeling of irradiated foods. As a consumer who values choice and honest labeling, I urge you to:

- * **label all irradiated foods** conspicuously with the word "Irradiated" and the Radura symbol.
- * **label irradiated ingredients** to match labeling recommendations from the USDA and to do so because consumers want irradiated foods labeled.
- * **label irradiated bulk produce** with prominent signs, identifying individual items that have been irradiated.
- * **label irradiated foods permanently** (no expiration date) as other foods are labeled. Consumers will always want to know when a food has been irradiated since irradiation can affect the smell, taste, texture and nutrition of a food item, and it may otherwise be confused with unprocessed food.
- * **label irradiated foods conspicuously** (larger than ingredient size unless it is part of an ingredient list) so that it is easily recognized in comparison to non-irradiated food.

Consumers want a choice, and it is your job to provide adequate consumer labeling. Thank you.

Sincerely,

Jeannine Steidl

Date *5/7/99*

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